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Kevin Marketer

EDUCATION

West Chester University of Pennsylvania, May 2020 • West Chester, PA
Bachelor of Science in Marketing • AACSB Accredited program

- GPA: 3.8
- Dean's List: Six consecutive semesters

SUMMARY OF CORE STRENGTHS

Event Planning/Coordination • Client and Vendor Relations • Location/Site Selection • Referral Generation
On-Site Management • Quality Assurance/Control • Post-Program Review/Assessment

PUBLIC RELATIONS/EVENT PLANNING EXPERIENCE

PR/Special Events Intern, The Peggy Siegal Company • New York, NY • June 2019 - present

- Assisting senior staff in the planning and orchestrating of events including: film premieres, screenings, cocktail parties, and media luncheons
- Working all company events - helping escort talent on red carpets and/or checking in guests
- Providing administrative support and maintain large database of client information
- Supporting account executives, publicity coordinator, and assistants with day-to-day tasks and various ongoing projects
- Answering telephones in a courteous and timely manner; handle messages and follow up with clients

Volunteer, Cradles to Crayons • Conshohocken, PA • April 2018 - present

- Maintain and update database of volunteers, events, and donors.
- Coordinate ticket sales and tracked attendees.
- Plan event advertising, including media outlets, graphics, and communications.
- Keep simultaneous projects on schedule.

Orientation Leader, West Chester University • West Chester, PA • Sept 2018 - May 2019

- Coordinated and facilitate an orientation group's involvement with the community's broader welcoming, including parent/family participation.
- Assisted in the planning and implementation of Welcome Week: help students move in, direct traffic, plan events, set up and clean up events,
- Served as an academic and social resource to new students throughout the academic year by answering questions, leading small groups and helping acclimate new students to college life

CAMPUS LEADERSHIP

Pi Kappa Phi, Inducted Sept 2016

- Public Relations Chair (2018 - present)

NCAA Men's Division II Soccer Team

- Captain, 2017/2018 and 2018/2019 seasons